CIRCULATION
in trading area
6,288

Nevada County's Own

NUGGET SHOPPER

SMILEY-LEETE PUBLICATIONS

BOXHOLDER — LOCAL

Sec. 562, P. L. & R.
U. S. POSTAGE
PAID
Permit No. 2
Grass Valley, Calif.

Volume 1—No. 10 NEVADA CITY-GRASS VALLEY, CALIFORNIA Friday, January 30, 1948

Moran's Pharmacy

You've GOT to give her a Valentine
And you OUGHT to give her Candy
VALENTINES 10c to $1.00
Agency For
Brown and Haley Famous
CANDIES
Boxed Chocolates 1.25 up
(ASSORTED - ALL CREAMS - BITTERSWEET)

MORAN'S PHARMACY
The Prescription Store
126 MILL ST. GRASS VALLEY PHONE 28

IT'S FUN!
IT'S INEXPENSIVE
YES
Scale Model Railroading
Ask Us About It Today!
Hobbyhouse
"HOBBIES ARE FUN"
Auburn and Colfax Ave.
GRASS VALLEY

YUMMY DEVILS FOOD CAKE

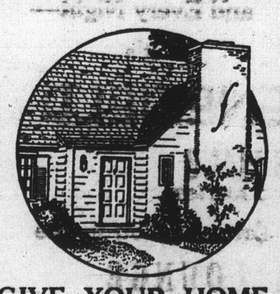
Why bother to bake when you can buy such wonderful cakes at Pease's! Our special Devils Food Cake makes an easy-to-serve party refreshment . . . grand family dessert.

Our Bread is now in most of the stores in Grass Valley and Nevada City.

Look for it!

PEASE'S BAKERY

FREE PARKING — AMPLE SPACE — NO METERS
AT NEVADA CITY LIMITS ON N.C.-G.V. HIGHWAY

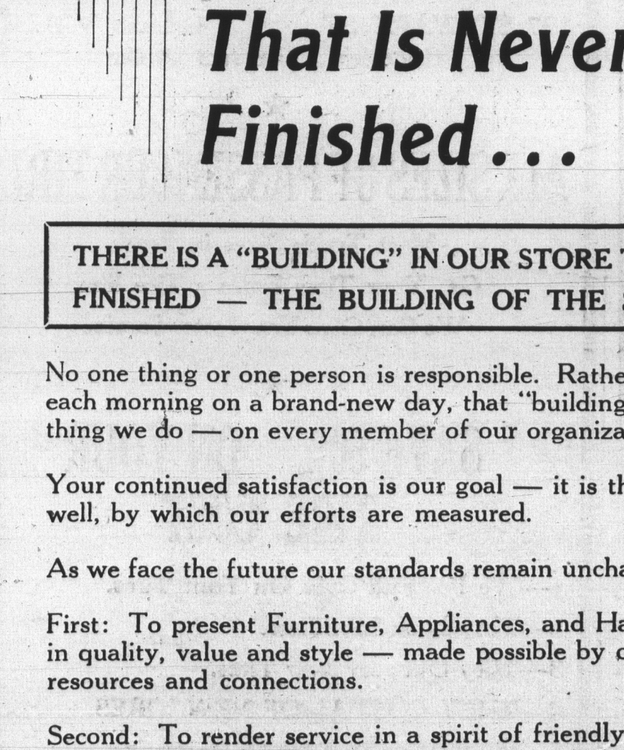


GIVE YOUR HOME THAT "NEW" LOOK!

Home is the center of all your activities. Redecorate inside and outside and see how bright and cheerful it can become.

Depend on CLIFFORD SHEPHERD, Licensed Contractor for the finest of workmanship and moderate prices.

CLIFFORD SHEPHERD
Licensed Contractor
Phone 455 314 Henderson St
Grass Valley



LUNCH

Will be served by the great fireplace of the Inn every day.

Soup ... Entree
Beverage
50c
Also serving
Excellent Dinners
$1.50 to $3.00

DEER CREEK INN
406 Broad Street -- Nevada City -- Phone 107

A Building That Is Never Finished . . .

THERE IS A "BUILDING" IN OUR STORE THAT IS NEVER FINISHED — THE BUILDING OF THE STORE'S NAME

No one thing or one person is responsible. Rather, as the store opens each morning on a brand-new day, that "building" depends on everything we do — on every member of our organization.

Your continued satisfaction is our goal — it is the daily yardstick, as well, by which our efforts are measured.

As we face the future our standards remain unchanged.

First: To present Furniture, Appliances, and Hardware, outstanding in quality, value and style — made possible by our extensive market resources and connections.

Second: To render service in a spirit of friendly and courteous helpfulness — in an atmosphere of welcome to make your shopping here a pleasure and of constantly greater satisfaction to you.

That's the "building" we'll never stop building!

ALPHA HARDWARE CO.
SINCE 1906
Grass Valley 88 Nevada City 5

BIG RESULTS FROM SHOPPER ADS -- SAYS LOCAL MERCHANT

Cherry Hill Annexed To Lime Kiln District

NEVADA CITY: The Nevada County Board of Supervisors, following a hearing have voted unanimously to annex the Cherry Hill area of Lime Kiln School District to the Grass Valley School District.

The petition was received January 2nd from residents of the area. The hearing was held this week.

ARRIVALS AT THE NATIONAL HOTEL

NEVADA CITY: The following were among the guests who checked in at the National Hotel during the past week:

Carl and F. D. Condit, North Bloomfield; Mrs. R. J. Murphy, Burlingame; Mr. and Mrs. W. B. Vail, Soda Springs; Mr. and Mrs. James Swan, Alleghany; Milton Morgan ,Sacramento.

WHY SHOP AROUND?
Come to **PENNEY'S** First!
SPRING SHOES
Have a New Open Look!

5.90 and $7.90

Slits, perforations, cut-outs and lattice work add interest to smart "closed" shoes! Penney's fine Cynthias* in smooth leathers, patents and suedes come in black, brown, red, navy and green.

*Reg. U. S. Pat. Off.

MORE AND MORE, THE TREND IS TO PENNEY'S

J. C. PENNEY CO. INC.
115 MILL ST. GRASS VALLEY, CALIF.

SHADOWETTES PRESENTED BY FRANK N. HILE

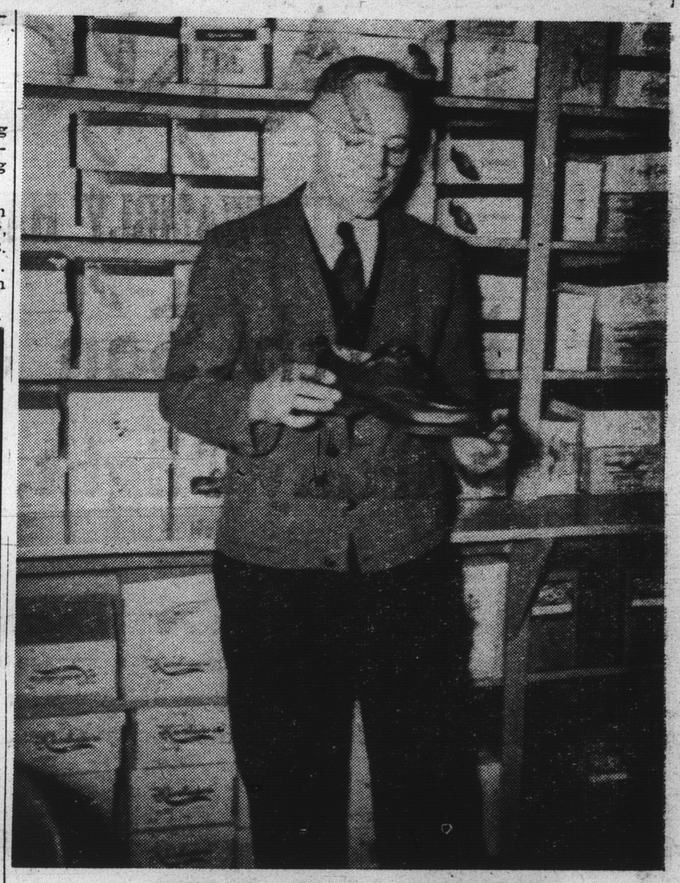
We have the nicest boy who comes and sits with Alice—usually when we go out.

New
JEEP ENGINE
Installed
$250.00

•

Reconditioned
JEEP ENGINE
Installed
$167.50

HILE'S--WILLYS
SALES AND SERVICE
WILLYS JEEPS, CARS and TRUCKS
AUBURN AND WHITING STS. TELEPHONE 970
GRASS VALLEY, CALIFORNIA



WILLIAM E. SIMONS

The Nugget Shopper today salutes William E. Simons, proprietor of the Bootery at 220 Broad Street, Nevada City. Mr. Simons, a shrewd merchandiser with a lifetime of experience in the clothing business, tells in an open letter at the bottom of this column how $27 worth of advertising in the Nugget Shopper brought him $1100 worth of direct results.

Simons, who purchased the Bootery in July from George Hitchens, was born in Humboldt County near Eureka. His first job was in the clothing business, and he earned the princely sum of $20 per month, while working a 65-hour week.

After six years of effort for this employer, Simons' pay had risen to $20 per week, which was considered excellent in those times. He left Humboldt County while still a young man and worked in various retail establishments in Oakland for 22 years.

At one time he operated his own grocery business and, at another managed a retail shoe establishment. Simons came to Nevada City from Willows, where he was manager of a shoe store.

He resides with his wife at 115 Neal Street, Grass Valley.

The Bootery features Peter's Women's Shoes, Tarsal Tread Shoes, Curtis Shoes For Men, and Chippewa, West Coast and Donner boots.

Simons predicts an excellent business future for the Twin Cities' business communities and says that he apreciates the cordial welcome that has been extended to him here.

Below is printed Simons' letter to the Nugget Shopper:

January 23, 1948

The Nugget Shopper
Dear Mr. Leete:

As a merchant who has had long experience with advertising I wish to congratulate the Nugget Shopper on the excellent results which advertisements in its columns produce.

On January 9th, 1948, I ran a 3 column by 9 inch ad in the Shopper. The response was big. In fact, it was terrific! The day after the ad ran, I was swamped.

That one small ad sold $650.00 worth of merchandise.

The next week, pleased with the success of my previous ad, I ran another. This one, 2x7, sold $500.00 worth of merchandise. I had to put on an extra man to wrap packages.

Naturally, after this experience, I will be a regular advertiser in the Nugget Shopper. Any advertising medium which reaches the maximum number of people is liable to bring maximum results.

The excellence of preparation in the Shopper ads, clear print, and most efficient methods of distribution, commended it to me to the very first.

If you wish to use my experience in illustrating the benefits of Shopper advertising to other merchants, you are welcome to do so.

Sincerely yours,
W. E. Simons, owner,

March 2nd Set For Donner District Vote

NEVADA CITY: The Nevada County Board of Supervisors has set March 2nd as the date on which residents of the proposed Donner Summit Utility District will vote on the question of its formation.

The Placer County portion of the district voted in December and the ballot stood 9 to nothing in its favor.

Federal Employes Name French President

NEVADA CITY: The regular monthly meeting of the National Federation of Federal Employees Local No. 1004 was held on Thursday evening at the Forest Supervisor's office, Nevada City. The following officers were elected for the ensuing year. President, William M. French; Vice President, Howard B. Smith; Secretary-Treasurer, Lillian Nygard; Executive Board: Virginia E. Russell, R. V. Conrad, and Ted Niehaus.

It is planned to hold these regular meetings each third Friday of the month, and any interested Federal employees are invited to attend.

FUNERAL FOR MRS. PRESTON WAS MONDAY

NEVADA CITY: Mrs. Marie Jane Preston, daughter of Mr. and Mrs. M. L. Marsh, early day residents of this city, died Friday morning at a rest home where she had been for a year and a half.

Mrs. Preston was the last of a pioneer family. She is survived by several nieces and nephews. She resided at the old family home at the top of Boulder Street practically all her life. She was born in this city 82 years ago. For many years she was a volunteer weather observer following in the footsteps of her father who held it before her.

Private services took place Monday afternoon in Holmes Funeral Home, with cremation following at East Lawn Cemetery, Sacramento.

CLASSIFIED

10 KEY ELECTRIC SUNSTRAND, GOES TO A MILLION DOLLARS. DIRECT SUBTRACTION. ADDS, SUBTRACTS, MULTIPLIES. PHONE G.-V.-616.

NUGGET SHOPPER ADS BRING RESULTS!

Open 7 Days a Week

COCKTAILS

ANDRES

Opposite Del Oro Theatre — Grass Valley

LEON at the Piano

DANCING

NUGGET SHOPPER WANT ADS GET RESULTS!

Now - Have The Best - Complete Sickness and Accident Protection

PAYS FROM FIRST DAY -- EVEN FOR A LIFETIME!

Covers Every Sickness and All Accidents
Except Insanity and Social Diseases

$100 REGULAR MONTHLY INCOME - - - - - Even For Life
$200 MAXIMUM MONTHLY ACCIDENT INCOME - Even For Life
$10,000 MAXIMUM ACCIDENTAL DEATH INDEMNITY

Continental Casualty Co. Intermediate Accident and Health Division Chicago

24-HOUR COVERAGE BOTH ON AND OFF THE JOB

Liberal Hospital Benefits and Income Protection Available to Age 75

Name.....
Address.....
City.....State.....
Occupation.....Age.....
My working hours are from.....to.....

For Complete Information, Fill in and Mail — Today!

CONTINENTAL CASUALTY COMPANY
INTERMEDIATE HEALTH AND ACCIDENT DIV.
J. W. BAIN, General Agent
201 Sansome St., San Francisco 4, California
SUITE 501-4, DEPT. C

DANCE

AT TWAMBLY HALL

North San Juan

Saturday Night, Jan. 31

★

The New Chamber of Commerce of North San Juan, Comptonville and Vicinity, hope for your patronage and promise a good time with swell food, dancing, good fellowship, and a change for the better in entertainment. You will help a good cause by helping yourself to a GOOD TIME.

★

Chamber of Commerce

NORTH SAN JUAN, CAMPTONVILLE AND VICINITY

TONIGHT

and Every Night— it's

BENNY BENEFIELD

AND HIS PIANO

KGFN RADIO ARTIST

Playing for You and You and You in the

COCKTAIL LOUNGE of the

Bret Harte Inn

HEAR BENNY BENEFIELD in "Rhythmic Reminiscings" every Saturday Nite at 7:30 over KGFN

ASK—Benny to play your hit favorite any night at the Bret Harte Inn Cocktail Lounge

FOR SALE!

FOR SALE!

FOR SALE!

Income and Home In Grass Valley

THE BABY HOTEL

Has just been listed for sale. This is a wonderful opportunity for someone qualified to handle this kind of work to make some money and at the same time have a very livable home. The hotel accommodates 15 babies, and operates to capacity at all times. Business, real estate, complete with all furnishings go. Contact us for further information.

STINSON COMPANY

102 W. Main - GRASS VALLEY - Phone 101-J

Little Giant Tray Queen

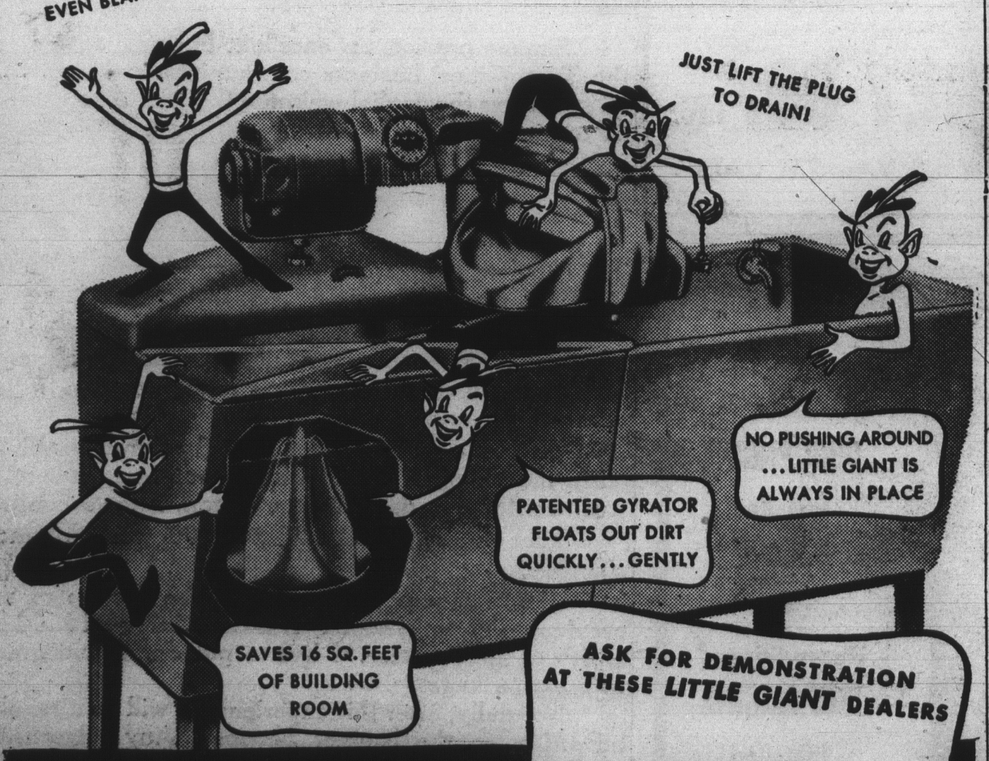
DOES A FULL SIZE WASH IN ONLY 20 MINUTES!

Right On Your Laundry Tray... Out of the Way

The Little Giant Tray Washer washes clothes faster... cleans them whiter and saves your precious energy. For it's instantly ready to use, with water at your finger tips right at the tray-top. It's easy to drain... has no pump to clog and get out of order. You can wring and rinse from one tray to the other in just a few simple operations. SAVES TIME... SAVES LABOR... SAVES SPACE.

Be sure to see the Little Giant Tray Queen before buying any washer.

CARRIES BIG LOADS, EVEN BLANKETS!


JUST LIFT THE PLUG TO DRAIN!
NO PUSHING AROUND ...LITTLE GIANT IS ALWAYS IN PLACE
PATENTED GYRATOR FLOATS OUT DIRT QUICKLY... GENTLY
SAVES 16 SQ. FEET OF BUILDING ROOM

LITTLE GIANT TRAY WASHER

ASK FOR DEMONSTRATION AT THESE LITTLE GIANT DEALERS

ALPHA HARDWARE CO. SINCE 1906

NEVADA CITY TELEPHONE 5 — GRASS VALLEY TELEPHONE 88

New Spring Versions of THE GIBSON LOOK

PARTY FAVORed

Stagger the stag line in crispy taffeta fashioned with a flare-full ballet skirt, and hand-spun, peplumed jacket twinkling with jewel-buttons. The bow 'n tuck dickey comes in a compliment-pastel color. Navy — Sizes 9 to 15 — $25.00

THE Bon Allure

WOMEN'S APPAREL

141 Mill St. — Telephone 310

GRASS VALLEY

Stewart Street Tire Shop

127 STEWART ST. • GRASS VALLEY

Goodrich Silvertown Dealer

★

ALL SIZES OF PASSENGER TIRES

Most Truck Sizes in Stock
Get Your Tires From a Tire Shop
We Can Give You Better Service

★

SAVE 50% ON YOUR TIRE COST

1—We Put Full Caps On Your Tires.
2—They Look Like New.
3—They Outwear New Tires.
4—THEY COST ½ OF NEW TIRES.
5—We Do The Best Job Of Recapping.
6—You Can't Better The Best.
7—Does Your Tire Need a Section? Let us make it like new.

★

WE PUT NOBBY – ALL WEATHER TREADS ON YOUR TIRES. SAVES CHAINS

Both for the Price of One!

Helen Rubenstein

ESTROGENIC HORMONE TWINS

Usually sold for $6 — Now, for a limited time only
$3.50
Plus fed. tax

$3.50 buys Estrogenic Hormone Cream (usually $3.50 alone) plus $2.50 size Estrogenic Hormone Oil, day treatment.

Contains natural Estrone and Estradiol

This is your Night-and-Day Beauty Treatment packaged together

Winter is hardest on over-30 skin. Helena Rubenstein offers her famous Estrogenic Hormone Twins for the price of the cream alone.

Remember this offer is for a limited time only at

McCLARD the DRUGGIST

Opposite Post Office ● Telephone 91
GRASS VALLEY, CALIFORNIA

In Grass Valley . . .

Wise Buyers

Get Their Printing

DONE RIGHT THE FIRST TIME!

★ ★

Order Quality
PRINTING
Today!

★ ★

SAMPSON'S STATIONERY

RICHARD L. ALLEN
120 MILL STREET —:— TELEPHONE G.V.-110

NUGGET SHOPPER WANT ADS GET RESULTS! THE NUGGET SHOPPER—COMPLETE COVERAGE OF TRADE AREA

WANT ADS

NUGGET Ads Bring Results

FOR THE BEST USED CAR BARGAIN
BUY, SELL OR TRADE
See
JIM ERSKINE
Erskine Automotive Electric
401 East Main St., Grass Valley
Telephone 474
tf

TELEPHONE OPERATORS
Interesting Work You Can Stay With
Earn $31 for a 40 hour week at the start. Regular pay increases
Apply
The Pacific Telephone and Telegraph Company
318 BROAD STREET
NEVADA CITY

You get real value for your money when you buy Wasley's chickens. The very best in fryers, roasters and fricassee hens dressed and delivered at any time. When you buy eggs—get the best—insist on a local product—we can supply your needs. Wasley Poultry Farm. Phone 22F23. Nevada City, California.
J 23-27-30 F 3

LOST—Diamond ring and diamond bar pin. Reward. Box A The Nugget. J6, 13tp

WANTED—Good used cars. . . Highest prices paid. Drive in with car. Leave with cash. EARL COVEY GARAGE, 143 East Main St,, Grass Valley. tf

Man desires work washing windows, cleaning woodwork, floors etc. Will also clean yards and get your flower beds and home gardens ready. By day or hour. References given. Call N.C.-204-R or P.O. Box 382. J-23-tp

G. E. Golvin
PLASTERING
Box 771 McCourtney Road
Phone Grass Valley 101-J
before 6 p. m.

SPECIAL—25 lb. bag Cousins Meal $2.75. 25 lb. bag Cousins Kibbled Blend $3.05, 4 flavors in each bag. Nevada City Feed and Fuel, 201 E. Spring Street, Telephone Nevada City 562-J. tf16

A COMPLETE LINE of all types of fire extinguishers, fire hose, etc. Recharging including CO2.
POOLE FIRE EQUIPMENT CO.
135 So. Church St., G. V. Ph. 1032

YOU CAN RETIRE ON $150 A MONTH AT AGE 60. PHONE G.-V.-616 OR SEE LOU HARTMAN, EQUITABLE LIFE AGENT.

TAYLOR'S
Sewing Machines and Supplies
RENTALS
REPAIRS ON ALL MAKES
Work Guaranteed.
Over 20 years experience.
Buttons and Buttonholes made.
Belt buckles covered.
Many other services and supplies.
233½ Mill St. Telephone 276-M
Grass Valley

Are you going to have a garden this year? Insure your success—fertilize now. Call Wasleys' for a few sacks of that fine screened chicken manure for your lawn and flowers. For that garden space get a yard or two of unscreened chicken manure—the complete fertilizer that gets results. Wasley Poultry Farm. Phone 22F23. Nevada City, California.
J 23-27-30 F 3

BIGELOW RUGS . . .

From the Furniture Center

Add Soft but Tough-Wearing Beauty to the Rooms You Love!

BIGELOW RUGS 9X9 TO 12X18
BEAUTIFUL FLORALS — Tone on Tone — EMBOSSED
$62.50 and up
GLAMORUGS — 9x12's — $24.95

The Furniture Center

256 SO. AUBURN STREET — OPPOSITE VETERANS MEMORIAL BUILDING GRASS VALLEY, CALIF.

Grass Valley Radio Service
"Al" Meliza
Phone 1032
Gilfillan Radios ● Philco Auto Radios
Free Pick-up and Delivery in Nevada City

DANCE

That Others Might Walk

★ ★

15TH ANNUAL

March of Dimes Dance

SPECIAL PROGRAM 8:30
VIRGINIA STEINER—Contralto
BENNY BENEFIELD—Pianist
Starlet School of Dance

SATURDAY NIGHT, JANUARY 31ST

Veteran's Memorial Building

SOUTH AUBURN ST. GRASS VALLEY

ELLIS SAYS LUMBERING TO INCREASE

GRASS VALLEY: Guerdon Ellis ,supervisor of Tahoe National Forest, addressing the Grass Valley Lions Club, declared that within a year two more concerns of a size comparable with the Calida Lumber Company, now operating in Sierra and Placer Counties, will open for operations in the forest.

He said that expenditures for the past year in Tahoe Forest have amounted to $500,000. Of this amount $200,000 was expended in fighting two fires, the one at Boca in the Eastern end of Nevada County ,and the second at Bloody Run, Placer County. Last year he stated there were 67 mancaused fires in the Tahoe National Forest. It was the worst fire season in ten years, he stated.

Income from timber sales and other revenues had amounted to $200,000 in 1947, Ellis stated, but 25 per cent of this had been returned in lieu of taxes to the three counties, Sierra, Nevada and Placer, in which the forest lies.

PREVENTS MANY STRAINS

There is a degree of truth in the charge that car makers are responsible for making it necessary to slam the automobile door to close it. Car owners, however, are not entirely innocent, and a little oil or graphite applied to door locks and srtikers will demonstrate this to the satisfaction of the most skeptical.

WORTHEN BRADLEY HEADS WESTERN DIV. MINING CONGRESS

WASHINGTON, D. C.: Worthen Bradley ,President of the Bradley Mining Co., San Francisco, and President of the California Chapter of the American Mining Congress ,has been elected Chairman of the Western Division of the American Mining Congress for the year 1948. One of a great mining family of the West, Bradley has been active in developing and operating mining properties in several States, including a number of important quicksilver mines and a mine in central Idaho which was the country's largest tungsten producer during the war and is today a major producer of antimony. He was recently named to the Department of Interior's Minerals Advisory Committee. As Chairman of the Western Division he will take a leading part in arranging for the 1948 Metal Mining Convention and Exposition of the American Mining Congress which will be held at San Francisco, September 20-23.

Simultaneously it has been announced that E. S. McGlone, Vice President and General Manager of Western Operations of the Anaconda Copper Mining Co., Butte, Montana, has been named Chairman of the Program Committee for the 1948 meeting. A nationwide committee, under his guidance, will be appointed to lay plans for the convention and to develop a program dealing with operating and economic problems of outstanding importance to the metal and non-metallic mining industries.

McGlone has been actively engaged in mining operations with the Anaconda Copper Mining Co. for 22 years. Starting as a miner and sampler at the company's Tramway mine he was promoted successively to shift boss, assistant foreman, assistant general supertendent, general superintendent of mines, and rose to general manager of mines in 1943.

LEARN to KNIT!

F-R-E-E

REGISTER

NOW UNTIL FEBRUARY 7TH

BY PHONE

(G.V.-398-W)

OR IN PERSON

TESS' GIFT SHOP

145 Mill Street · Grass Valley

WATCH CLOSELY PLEASE!
THE DUO
Presto!.. An automatic radio-phonograph.
Chango!.. A LIFT-OUT radio for any room.
Come in. See this remarkable set demonstrated at
$104.95
listen...and you'll buy Westinghouse

STEELE SUPPLY CO.

SPORTING GOODS TOOLS · Hardware · APPLIANCES HOUSEWARES

"MORE THAN A HARDWARE STORE"

PHONE 911 128 SO. AUBURN ST.

"Steele Supply — The Place To Buy"

HERB FARM SHOP
The HERB FARM SHOP Ltd.
Brews magic for you!
Only The Herb Farm Shop—using English formulae —could produce a group of fragrances so lovely in spirit, so delightful in effect.
Long-lasting toilet water . . . in an exquisite, newly-designed bottle.
1.75 3.00 4.75
plus tax
Available in
No. 37 Audley
Night Scented Stock
Royal Purple • Green Mat
White Phlox • Lilac

Harris Drug Store

Charles P. Elliott, Prop.

Broad St., Nevada City Telephone 100

YEAR-END

TERRIFIC VALUES!

THE SALE ENDS

Saturday P.M.

At Grass Valley

FURNITURE CO.

END OF SOUTH AUBURN STREET

CLEARANCE

OCCASIONAL PIECES

Here is a list of values you cannot afford to miss. Priced especially for this gigantic sale.

END TABLES
Regular $14.75 and $15.75
Walnut and Mahogany
TO CLEAR $9.95

LAMP TABLES
Regular $12.85 — $14.95 and $16.95 Tables
TO CLEAR $9.95

OCCASIONAL CHAIRS
Regular $29.95.
Assorted Tapestry Covers — Spring Seats. All Hardwood Frames
TO CLEAR $18.95

COFFEE TABLES
Regular $29.50 Solid Mahogany
Modern and Period Styles
TO CLEAR $14.95

TABLE LAMPS
Regular $9.95 Lamps — Pottery Bases — Silk Shades
TO CLEAR $3.95

BARREL BACK CHAIRS
Regular $79.50 — Tapestry Covers
TO CLEAR $54.50

Bed Spreads

All $16.50 and $14.50 Spreads to Clear at $9.95

All $12.50 and $10.95 Spreads to Clear at $7.95

Correct in style and expertly created from fine hardwoods, the cocktail table selected from this special group is certain to be a gift of lasting enjoyment for the entire family.

TERRIFIC VALUES!

GRASS VALLEY FURNITURE CO.

"WHERE YOUR FURNITURE DOLLAR GOES FARTHER"

South Auburn St. Grass Valley Public Market Building Phone 1087